

ORDER



Orders
Order / Rev: 167858
Alt Order #: 06859839
Product Desc: E PAULSEN 4 CONGRESS
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Rachel Chason
Sales Office: P-PHL
Sales Region: National

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K St NW Ste 200
 Washington, DC 20007-4415

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Paulsen for Congress
Demographic: A35+
Product Codes: PL1
Priority: 3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	27	\$14,375.00	\$12,218.75
10/29/12	10/30/12	14	\$7,875.00	\$6,693.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$14,375.00	\$12,218.75	0.00
November 2012	14	\$7,875.00	\$6,693.75	0.00
Totals	41	\$22,250.00	\$18,912.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$22,250.00
Market	100%	\$111,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	45%	\$50,062.50
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	35%	\$38,937.50
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/28/12	10/28/12	Su Late News	CM	10-1035p	-----S	:30	1	\$1,350.00	2	0.00	NM	1	\$1,300.00
Su 10-1035p															
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/22/12-10/28/12		Su Late News	10-1035p		-----Su	:30		\$1,300.00		0.00	NM		

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/30/12	10/30/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
				NEWS @10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,350.00		0.00			
3	M	10/24/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
				MORN NEWS 6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$550.00		0.00			
4	M	10/29/12	10/30/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
				MORN NEWS 6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$550.00		0.00			
5	M	10/24/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	--W-F--	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W-F--					2	\$500.00		0.00			
6	M	10/29/12	10/30/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$500.00		0.00			
7	M	10/24/12	10/26/12	M-F Midday News M-F Midday News	CM	11a-12p	--WTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
				NEWS 11A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$250.00		0.00			
8	M	10/29/12	10/30/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
				NEWS 11A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$250.00		0.00			
9	M	10/24/12	10/24/12	M-F 3-4p Twin Cities Live	CM	3-4p	--W----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
				TWIN CITIES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$175.00		0.00			
10	M	10/29/12	10/29/12	M-F 3-4p Twin Cities Live	CM	3-4p	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
				TWIN CITIES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$175.00		0.00			
11	M	10/25/12	10/25/12	M-F 4-430p Millionaire	CM	4-430p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$250.00		0.00			
12	M	10/29/12	10/30/12	M-F 4-430p Millionaire	CM	4-430p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$250.00		0.00			
13	M	10/24/12	10/26/12	M-F 430-5p News 430p News	CM	430-5p	--WTF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
				NEWS 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$400.00		0.00			
14	M	10/30/12	10/30/12		CM	430-5p	-T-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00

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				M-F 430-5p News 430p News										
				NEWS 430P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$400.00		0.00			
15	M	10/24/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p --WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
				NEWS 5P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$700.00		0.00			
16	M	10/30/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p -T-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
				NEWS 5P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$700.00		0.00			
17	M	10/25/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p ---TF--	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
				NEWS 6P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,100.00		0.00			
18	M	10/30/12	10/30/12	M-F 6-630p M-F 6-630p	CM	6-630p -T-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
				NEWS 6P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,100.00		0.00			
19	M	10/25/12	10/25/12	M-F 630-7p M-F 630-7p	CM	630-7p ---T---	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,050.00		0.00			
20	M	10/29/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,050.00		0.00			
21	M	10/27/12	10/27/12	Sa 6-7a Sat 6a News	CM	6-7a -----S-	:30	1	\$250.00	3	0.00	NM	1	\$250.00
				NEWS SAT 6A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00		0.00			
22	M	10/27/12	10/27/12	SA GMA Sa GMA	CM	7-8a -----S-	:30	1	\$425.00	3	0.00	NM	1	\$425.00
				GMA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$425.00		0.00			
23	M	10/27/12	10/27/12	Sat 8-9a Sat 8-9a News	CM	8-9a -----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
				NEWS SAT 8A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$325.00		0.00			
24	M	10/28/12	10/28/12	Su 6-7a Sun 6-7a News	CM	6-7a -----S	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				NEWS SUN 6A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$225.00		0.00			
25	M	10/28/12	10/28/12	SU GMA Su GMA	CM	7-8a -----S	:30	1	\$550.00	3	0.00	NM	1	\$550.00
				GM SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$550.00		0.00			
26	M	10/28/12	10/28/12		CM	8-9a -----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00

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				Sun 8-9a											
NEWS SUN 8A				Sun 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$475.00		0.00				
N28	M	10/28/12	10/28/12	Su 9-10a	CM	9-10a	-----S	:30	1	\$450.00	4	0.00	NM	1	\$450.00
NWES 530P				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$450.00		0.00				
													Totals	41	\$22,250.00